

FIG. 1A

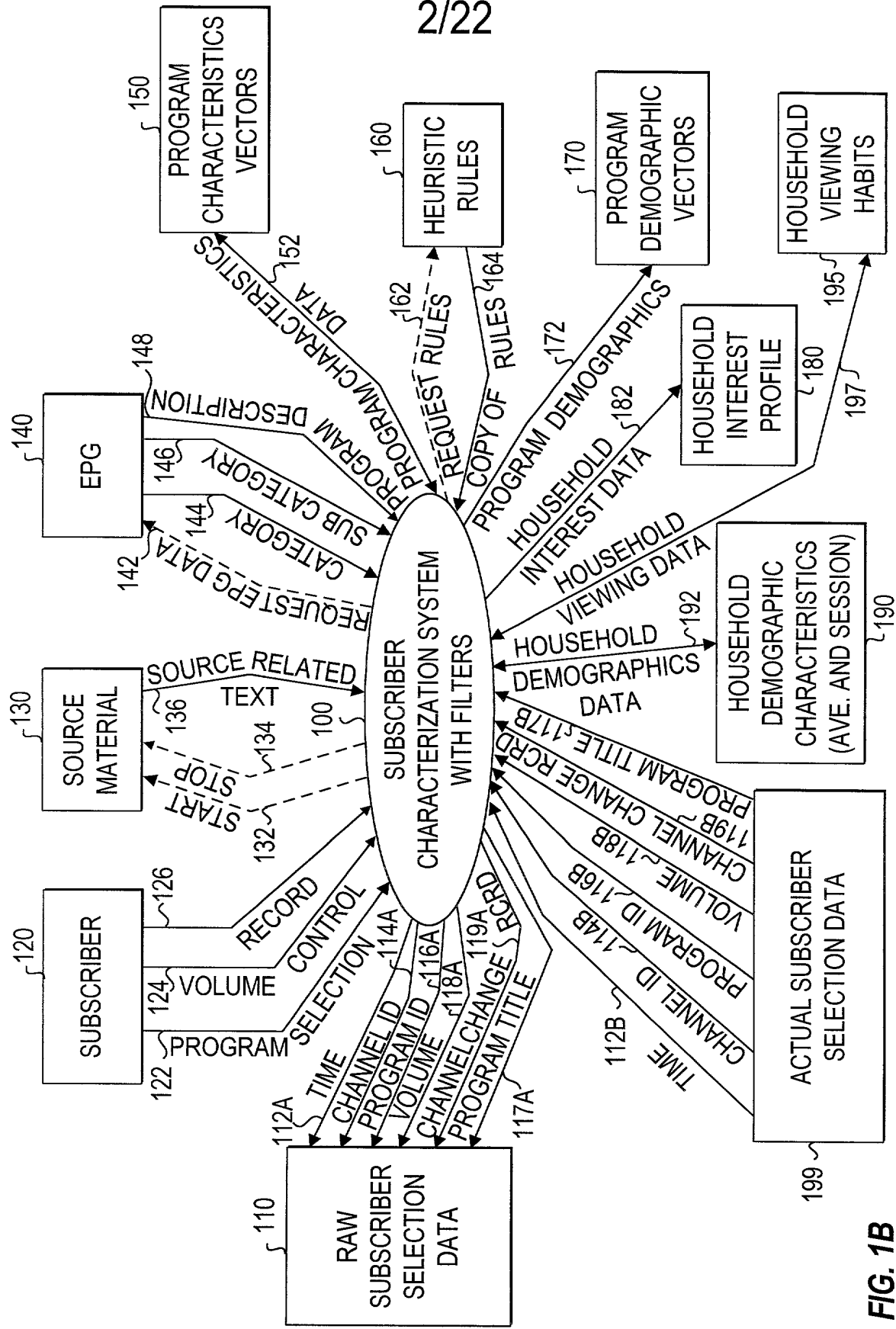
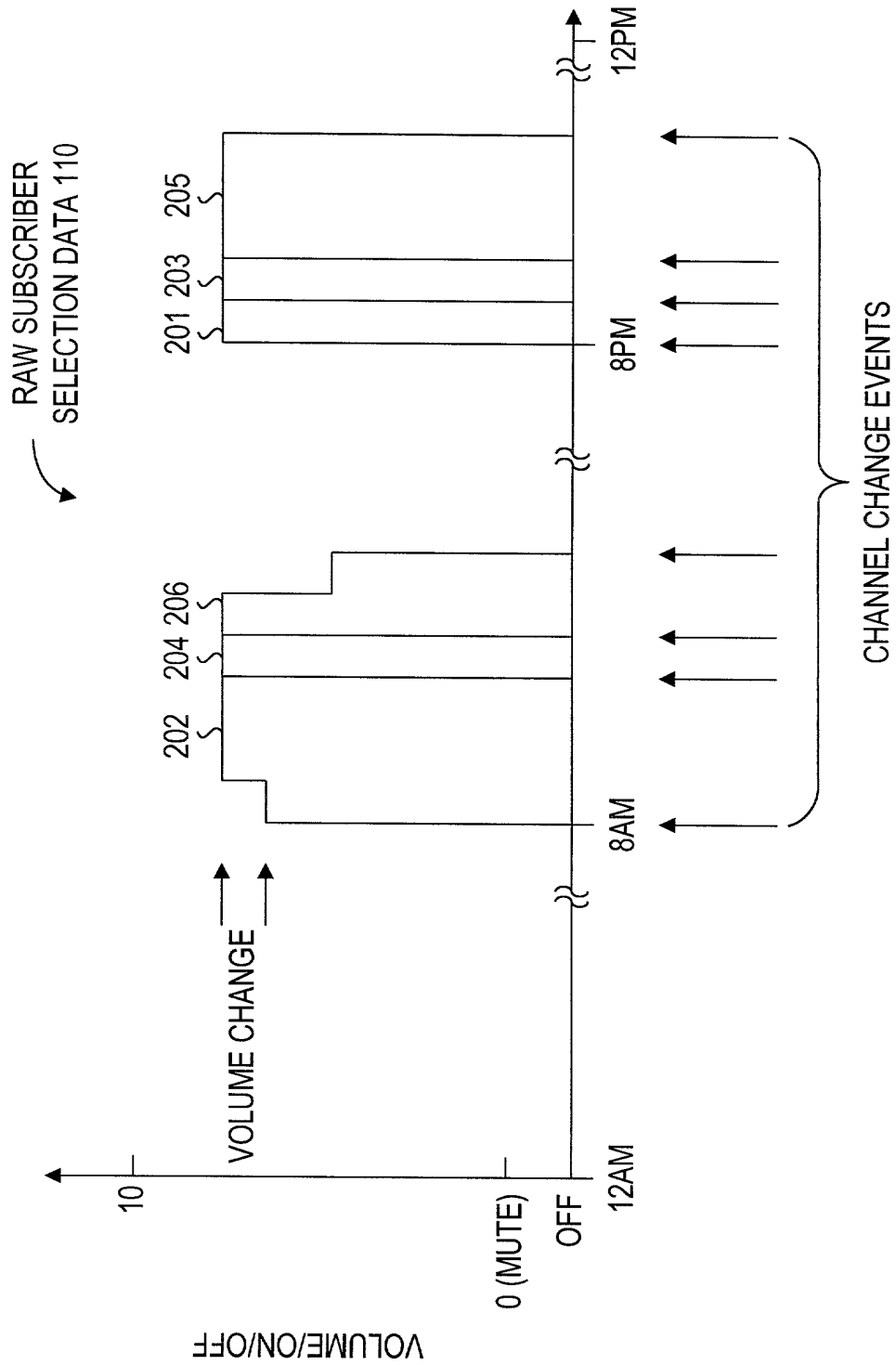


FIG. 1B



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FIG. 2

302	304	303	301
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 3A

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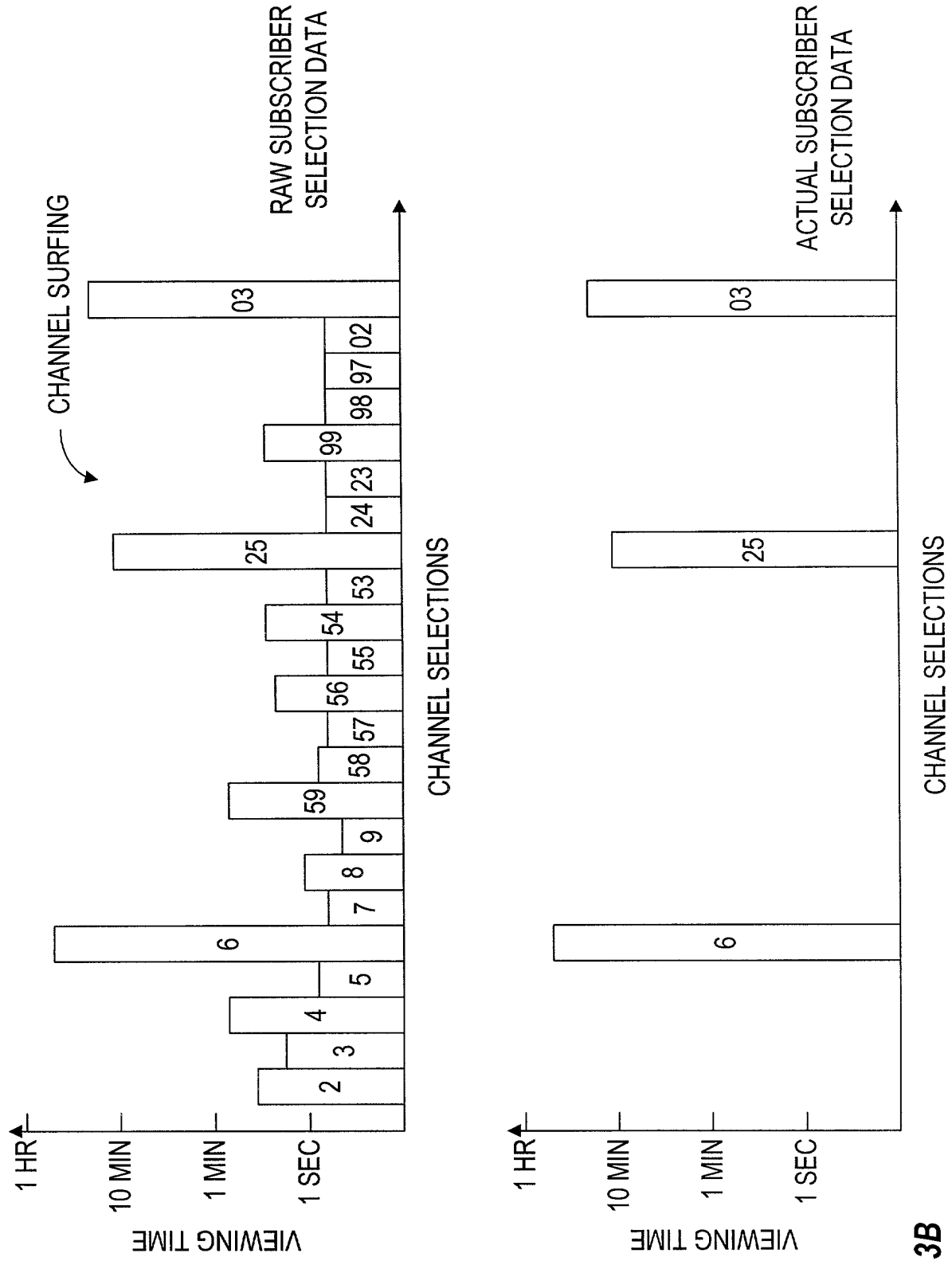


FIG. 3B

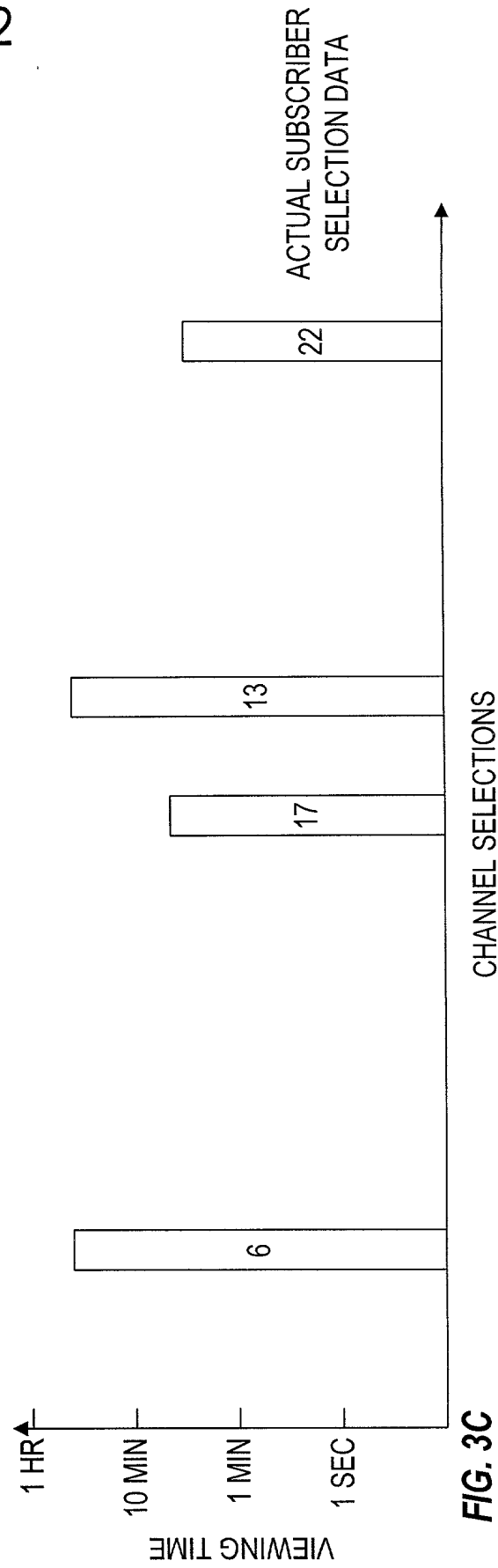
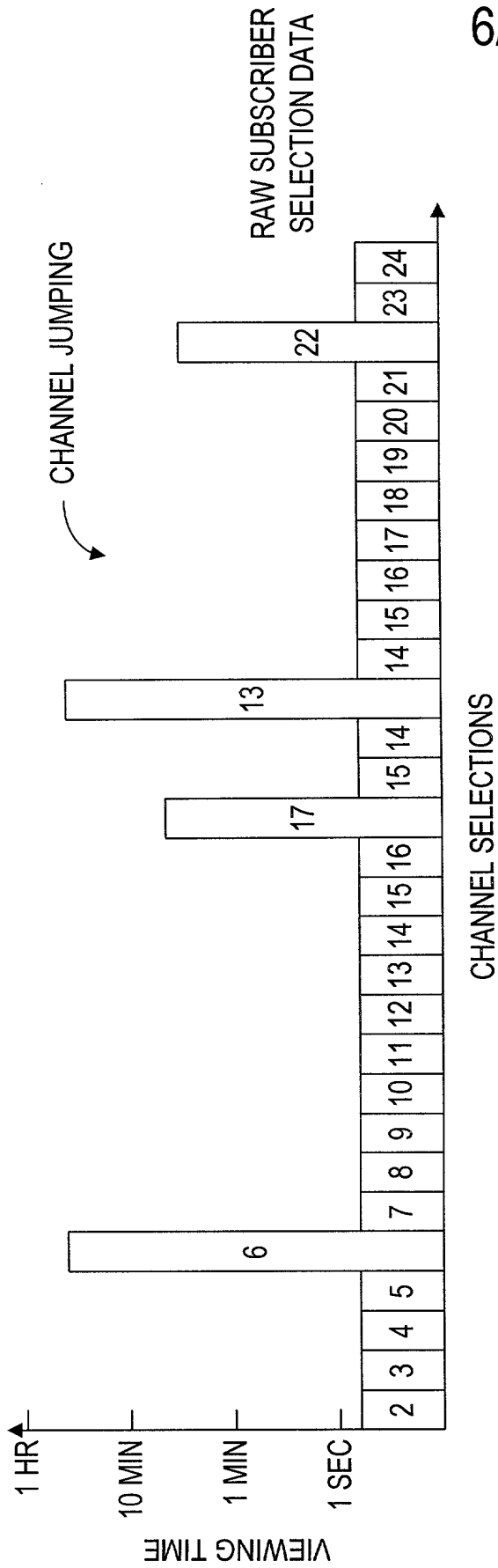


FIG. 3C

400 {		402 {	404 {	406 {
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	-
AFTERNOON	(3PM-6PM)	0	0	-
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	-
TOTAL		183	6	5.7/10

FIG. 4

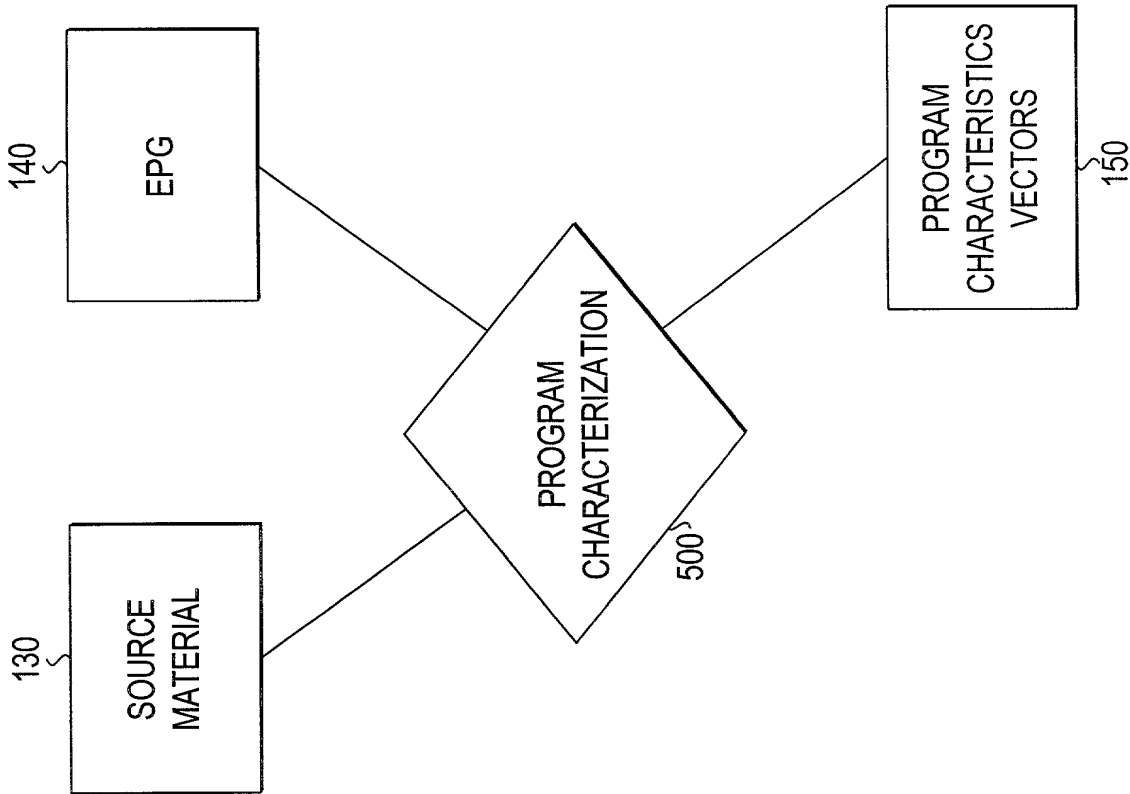
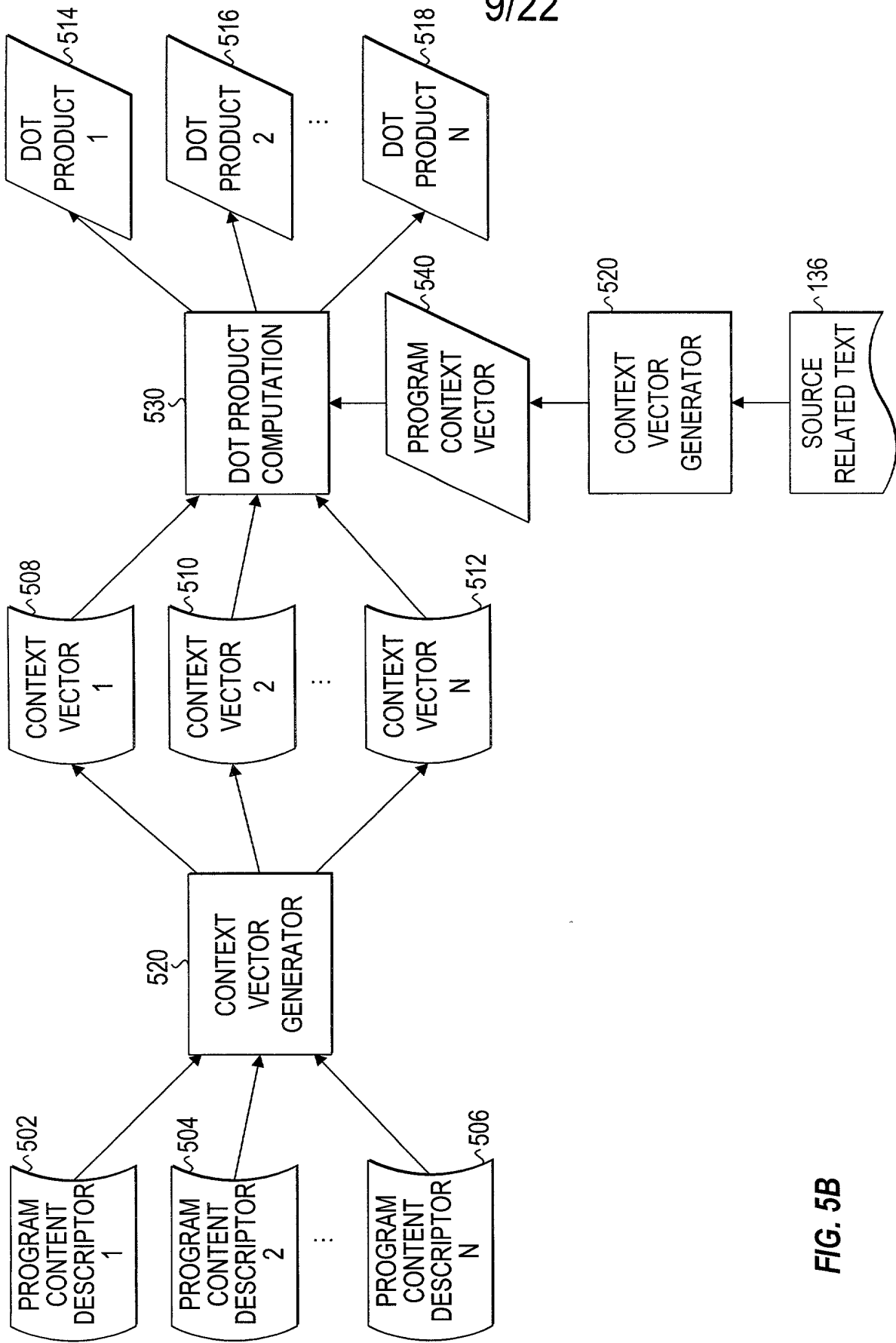


FIG. 5A





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FIG. 5B

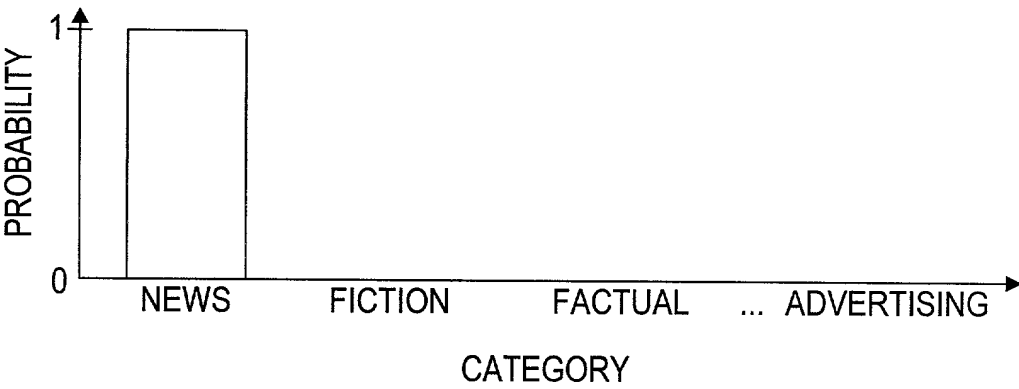


FIG. 6A

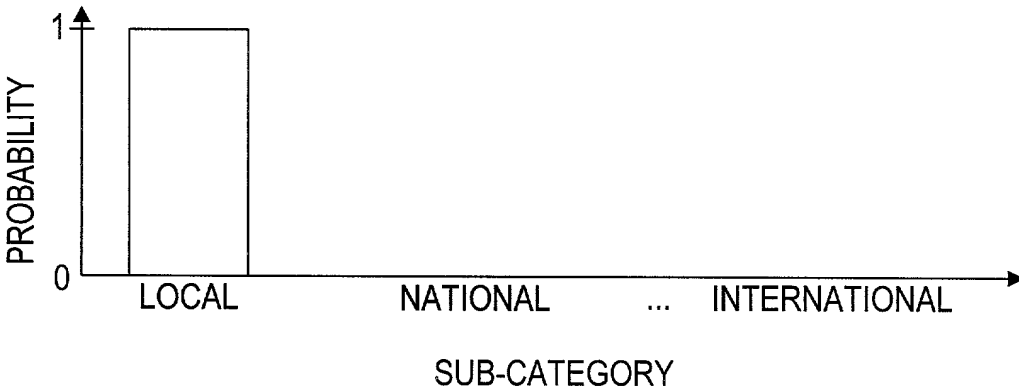


FIG. 6B

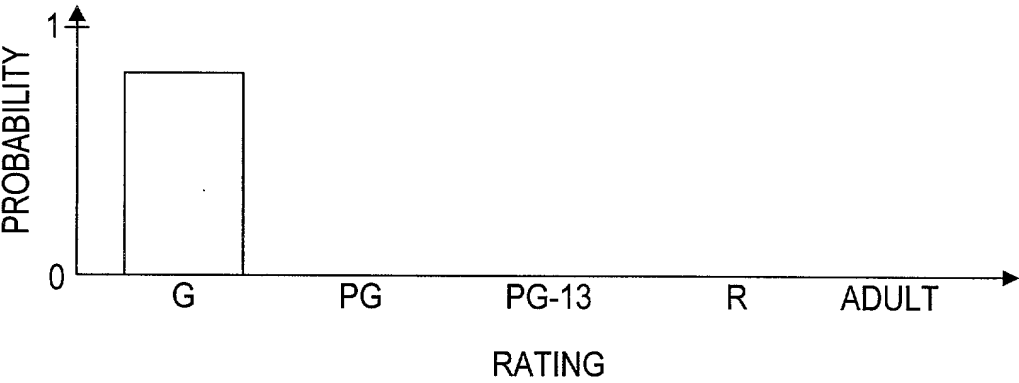
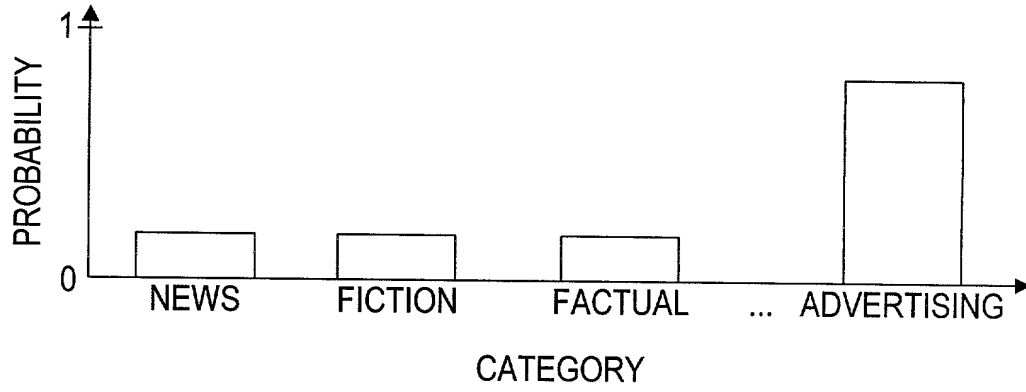
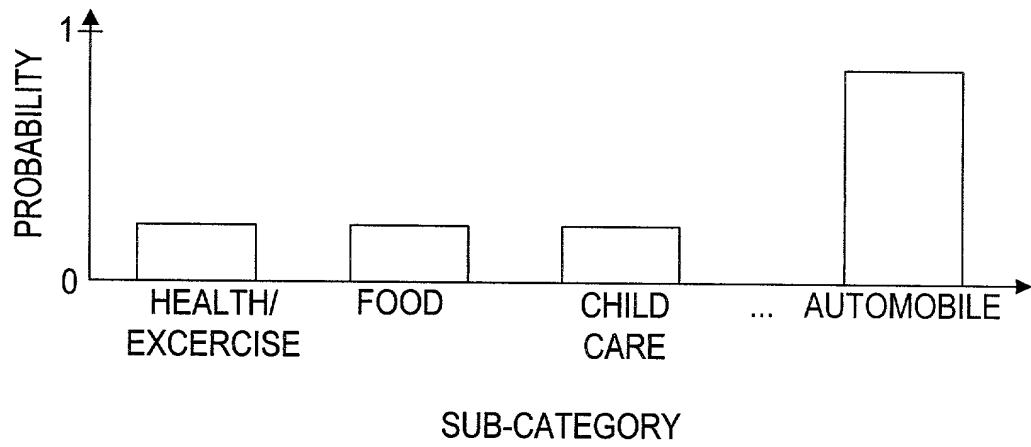


FIG. 6C

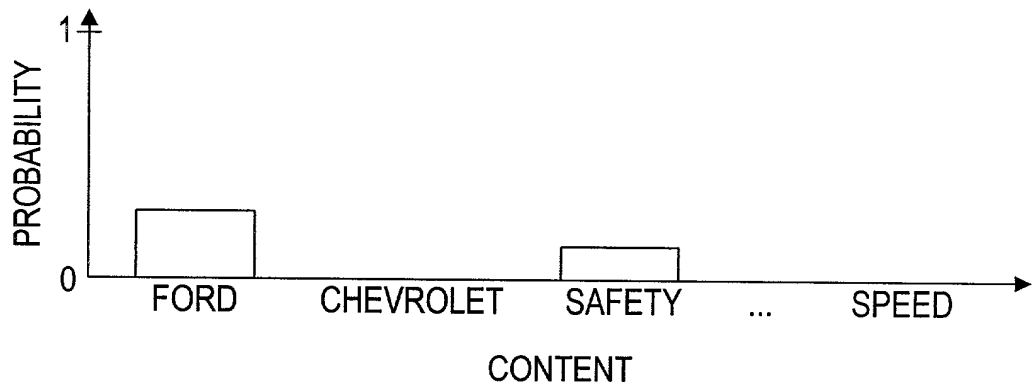
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**FIG. 6D**



**FIG. 6E**



**FIG. 6F**

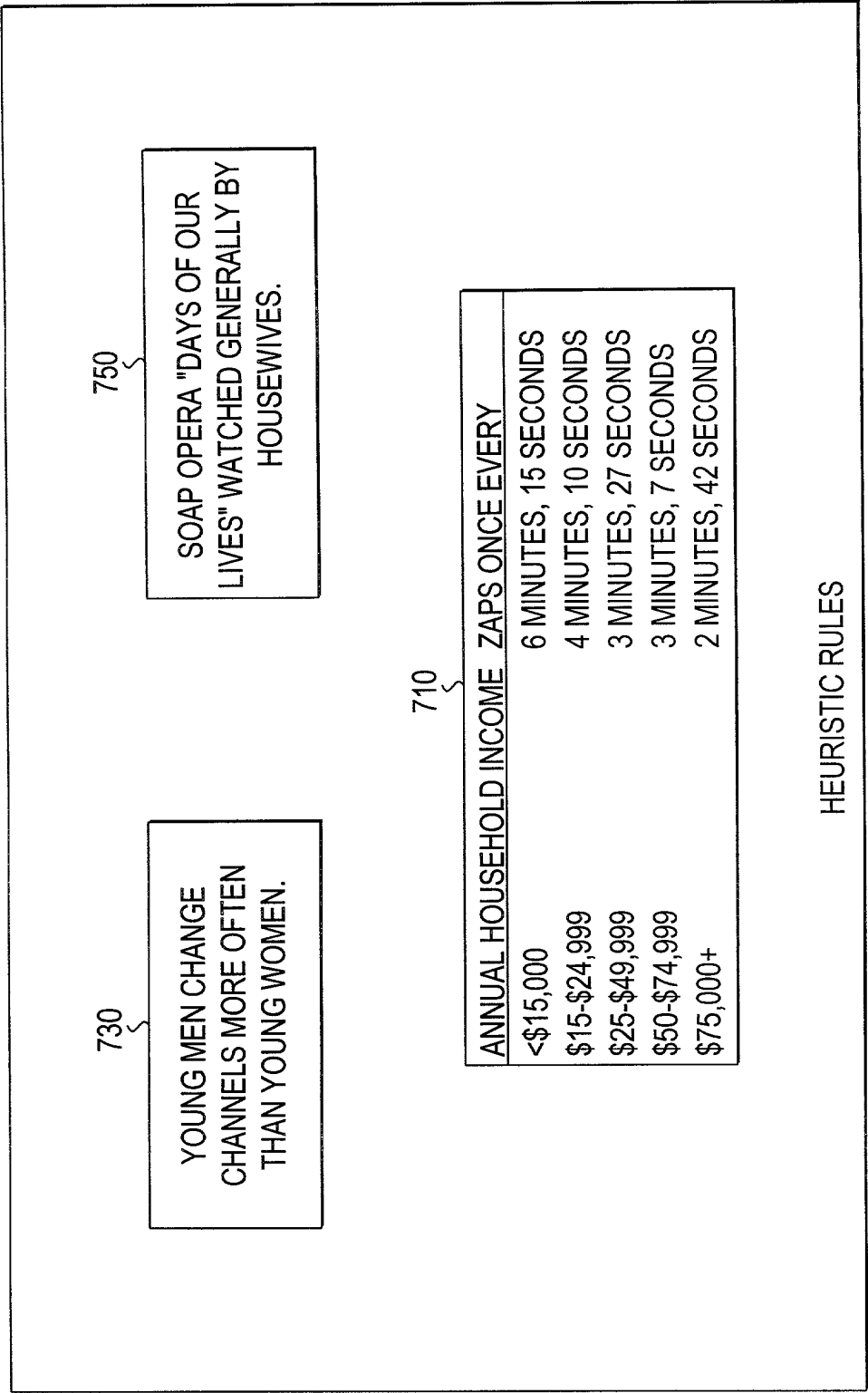
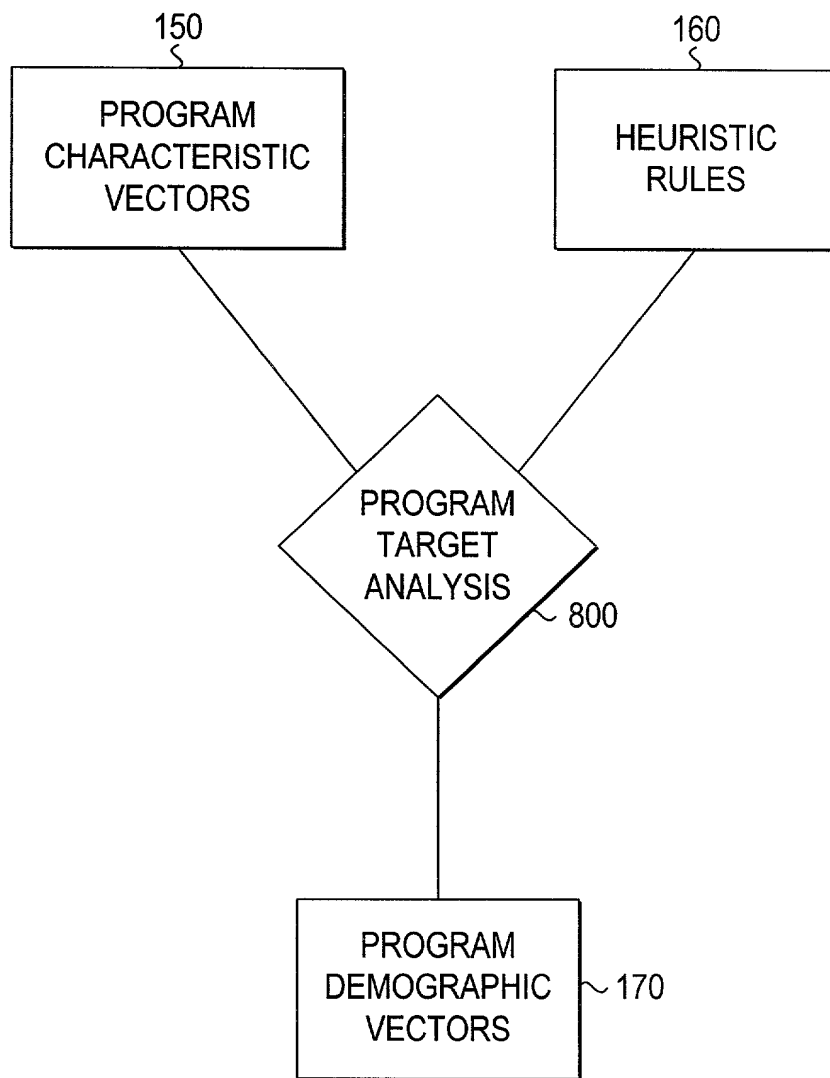


FIG. 7A

		DEMOGRAPHIC GROUPS												
		AGE			INCOME				SIZE			GENDER		
		0-10	10-18	... >70	0-20K	20-50K	... 50-100K		1	2	...	>5	M	F
CATEGORIES	NEWS	0.1	0.1	0.4	0.2	0.3	0.4		0.5	0.3	0.1		0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3		0.3	0.2	0.1		0.8	0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2		0.2	0.2	0.4		0.4	0.6
	⋮													
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1		0.2	0.1	0.3		0.5	0.5

FIG. 7B



**FIG. 8**

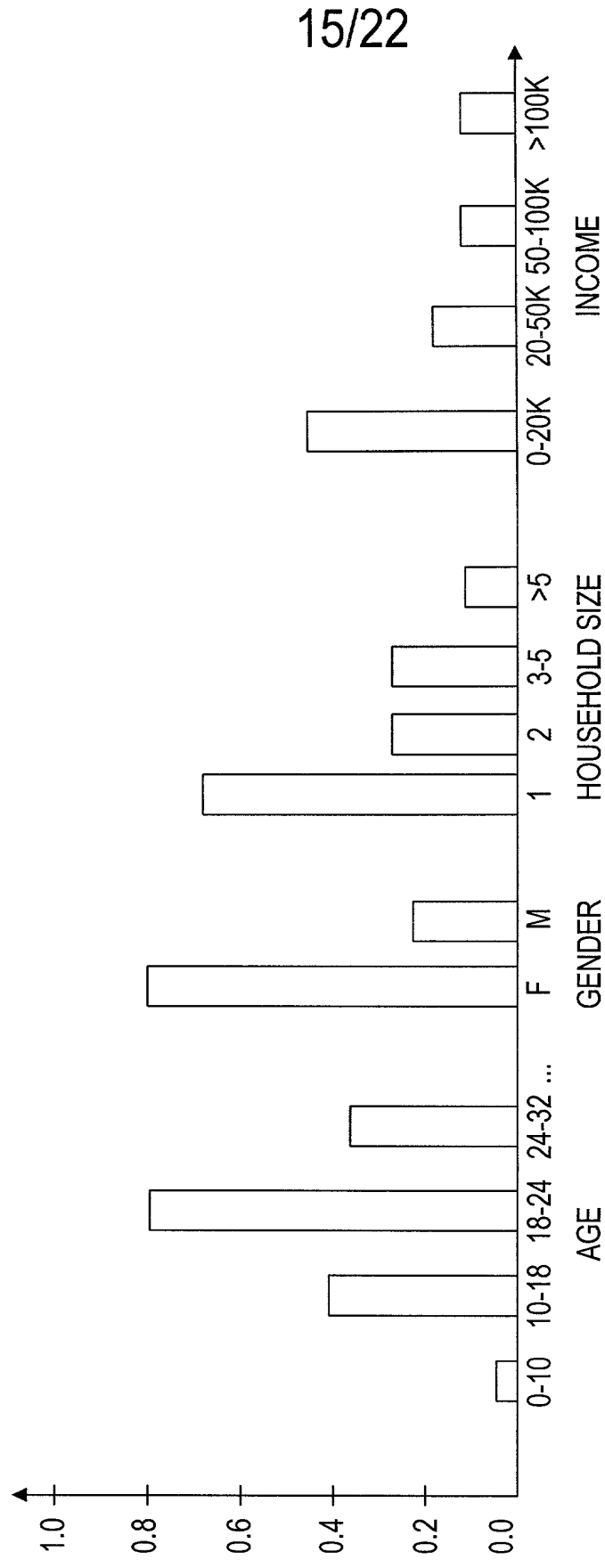
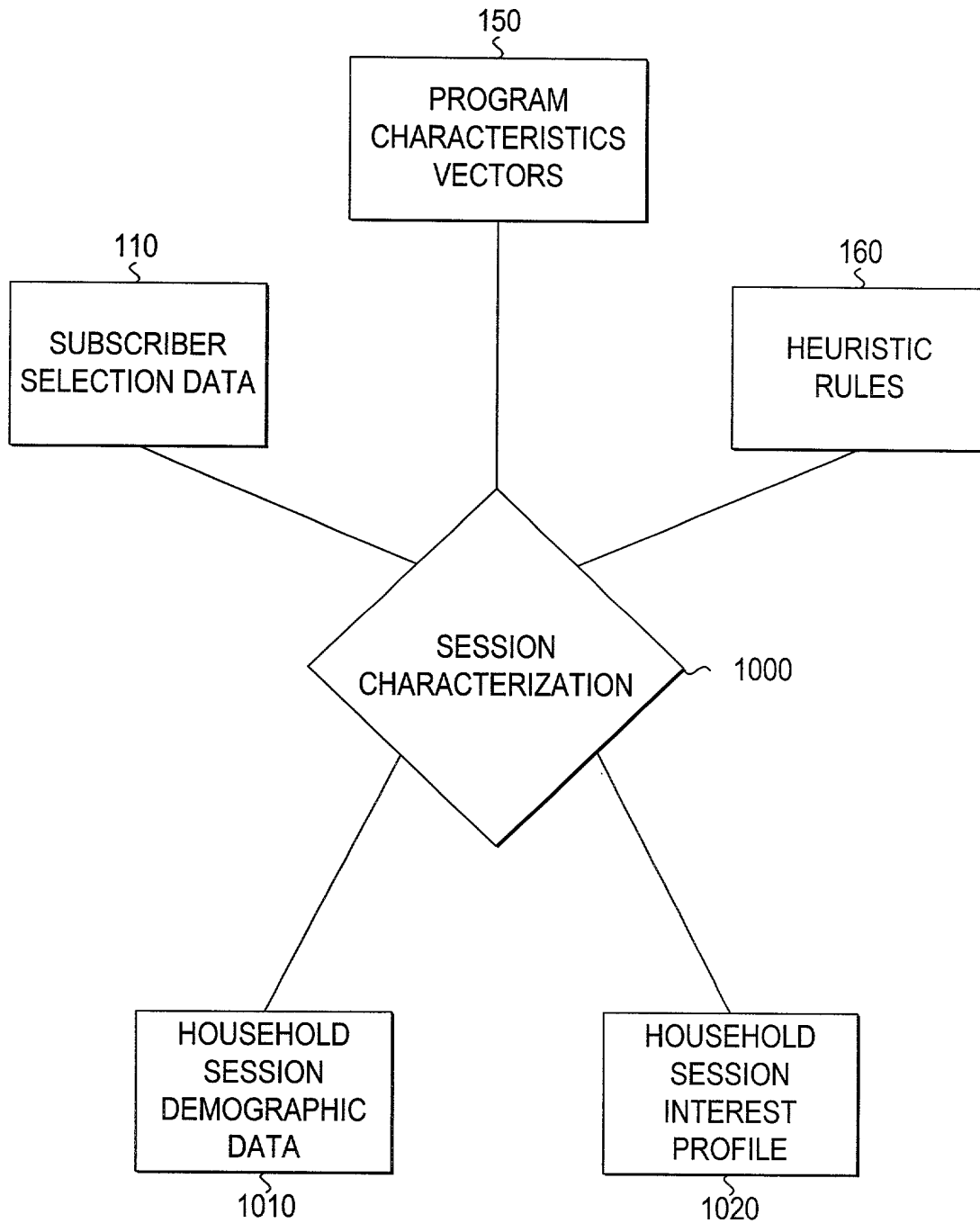


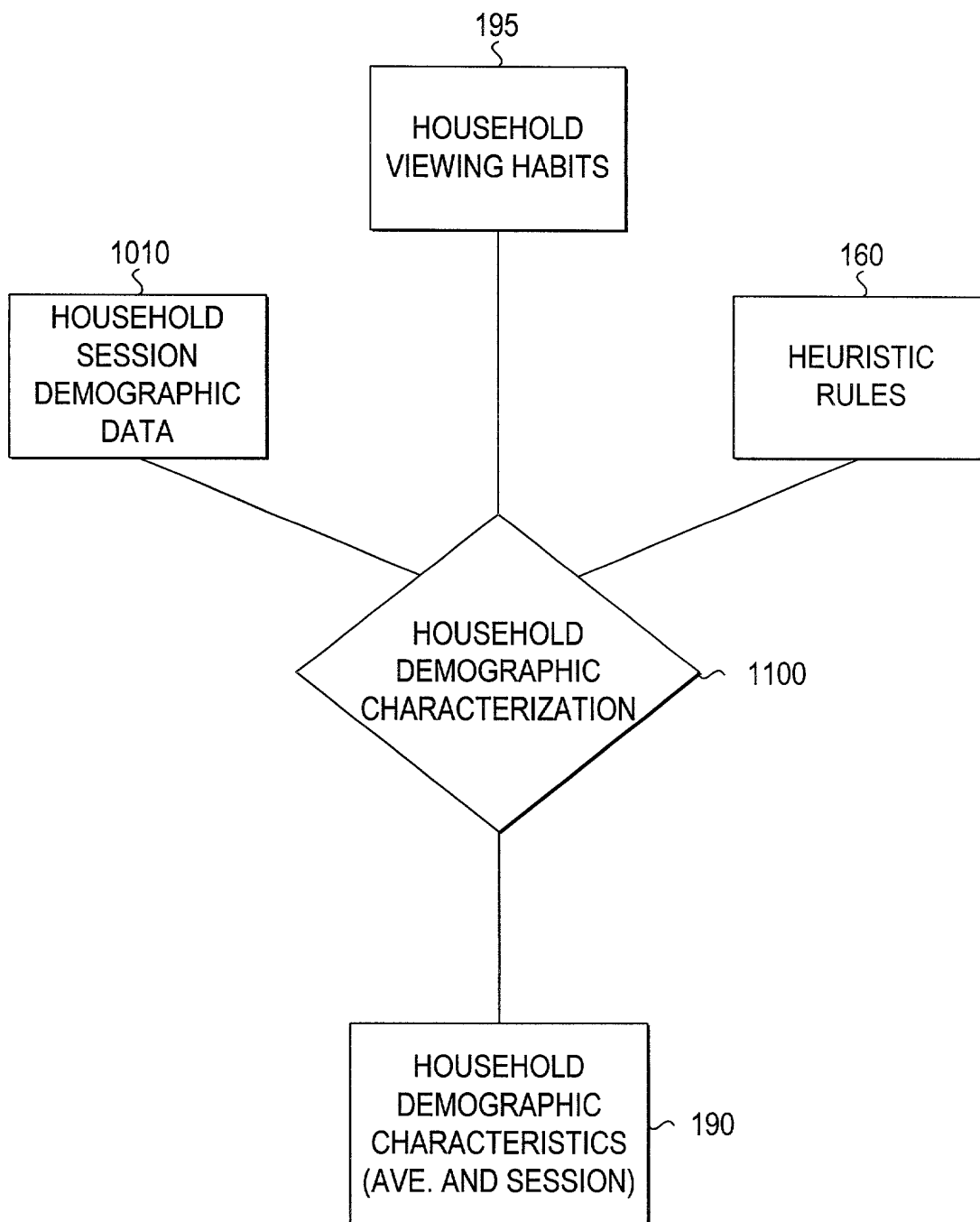
FIG. 9



**FIG. 10**



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**FIG. 11**

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1201 S	1205 S	1203 S	1207 S
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

**FIG. 12**

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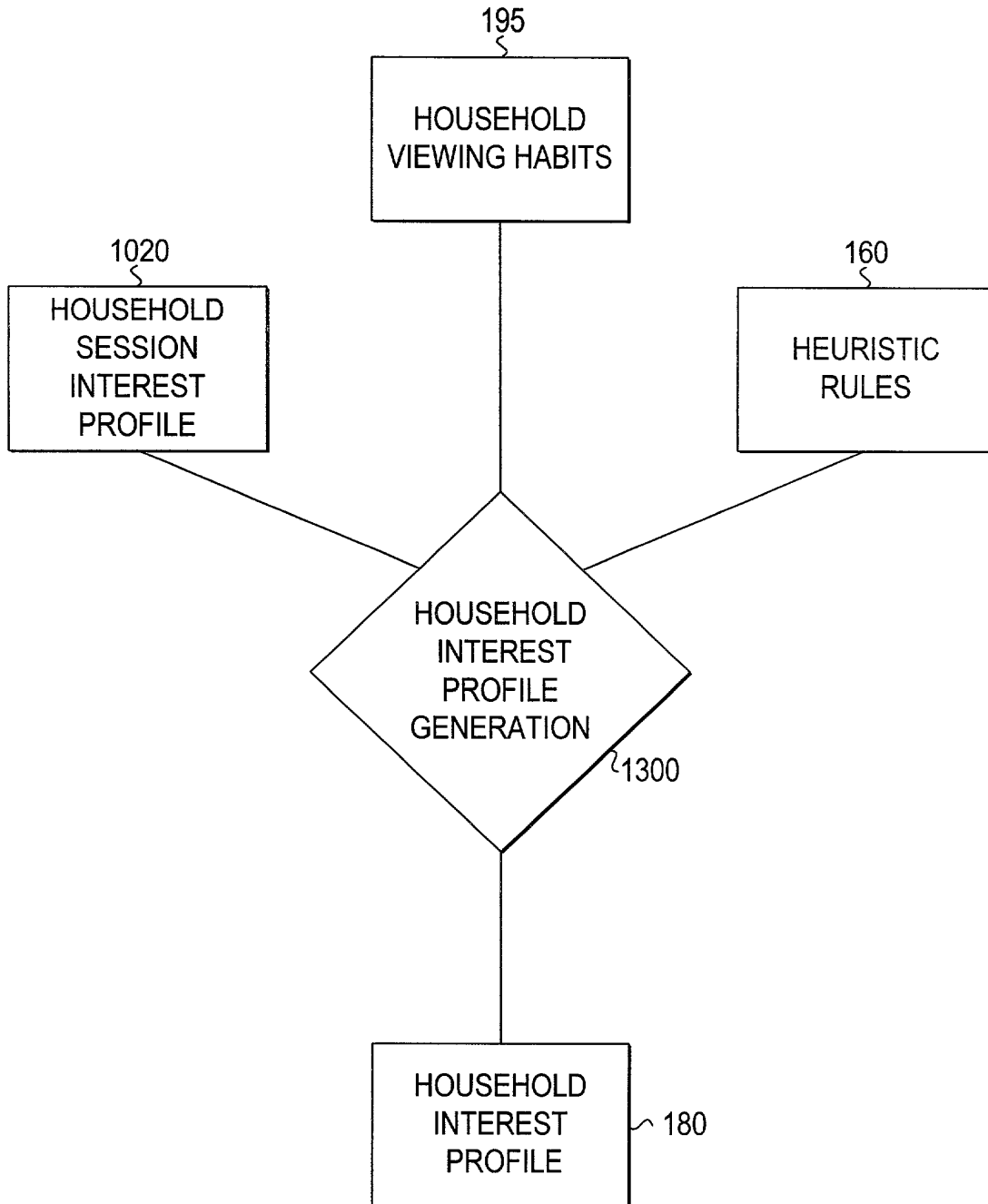


FIG. 13

		1401 S	1403 S	1405 S
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1409	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		⋮		
		SPORTS	0	0.05
1407	PRODUCTS	HEALTH/EXCERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		⋮		
		AUTOMOBILE	0.1	0.2

FIG. 14

CURRENT TIME: 20:00		1508	1510	1512	1514	1516
1506	1508	1510	1512	1514	1516	
1508	1510	1512	1514	1516		
1504	1506	1508	1510	1512	1514	1516
CHANNEL #	CHANNEL NAME	20:00	21:00	22:00	23:00	
2	A&E	PHANTOM OF THE OPERA	BIOGRAPHY	AMERICAN JUSTICE	INVESTIGATIVE REPORTING	
4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW	
6	NBC	NBC NEWS	BUFFY THE VAMPIRE	FOOTBALL	DAVID LETTERMAN	
10	ABC	ABC NEWS	DREW CAREY SHOW	WHO'S LINE IS IT?	MOVIE TIME	
12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER	
14	DISCOVER	VISITING GREECE	THE BAHAMAS	BRAZIL	THE PYRAMIDS	

FIG. 15

CURRENT TIME: 20:00						
1600						
1604						
#	CHANNEL	20:00	21:00	22:00	23:00	
14	DISCOVER	GREECE 1608	THE BAHAMAS	BRAZIL	THE PYRAMIDS	
12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER	
2	A&E	PHANTOM	BIOGRAPHY	AM. JUSTICE	INV. REPORTING	
10	ABC	ABC NEWS	DREW CAREY	WHO'S LINE...	MOVIE TIME	
6	NBC	NBC NEWS	BUFFY, VAMPIRE	FOOTBALL	D. LETTERMAN	
4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW	
1602						
1606						

FIG. 16